



## MANOTICK VILLAGE & COMMUNITY ASSOCIATION

### Minutes

Tuesday, November 12, 2019

7 pm – 9 pm

5492 South River Dr. Manotick

**In Attendance:** Grace Thrasher, *President* (GT); Nancy Horne, *Treasurer* (NH); John Harrison, *Director of Road Safety* (JH); Bonnie Gray, *Director of Membership* (BG), Theresa Roberts, *VP Events* (TR); Allan Smith, *Director at Large* (AS); Leeanne Van der Burgt, *Director Communications* (LV); Doug Valerio, *Secretary* (DV); Guest - Mark Raizenne (Friends of Beryl Gaffney Park)

**Apologies:** NIL

Meeting called to order, time: 7:02pm

1. Approval of last Minutes and Action Items
  - a. GT to follow up with Scott Moffatt to make the Arena as Emergency Evacuation Centre. AS to provide action steps for emergency plan at next meeting.
  - b. Motion: JH, AS
2. Treasurer's Report – See Appendix A.
  - a. Motion. BG, LV
  - b. Judy has donated the honorarium we gave for Chairing the All Candidates meeting to YOMA. Cash was given directly to YOMA.
3. President's Report – See Appendix B.
  - a. Meeting with Karlis Asmandson from Kars about the warehouse on Rogers Stevens Drive. His concern is increased traffic. The warehouse is projected to create 1500 jobs. Another concern is the planners want to double the height of the building which will make it visible from residential areas and increase light pollution. There was some general discussion about what is happening and Scott Moffatt's article in The Manotick Messenger.
4. Events Report
  - a. Projected profit of \$1400 from Shiverfest. We hope to donate \$1500 to enhancements of Centennial Park. The Shiverfest committee decides the charity each year. The total budget \$3133. Motion: To approve the Shiverfest budget in principle; To be ratified when we have the actual budget figures. BGV, TR.
  - b. The benefits and outcomes from Picnic in the Park were discussed.
  - c. It has been suggested that we have toboggan races as part of Shiverfest. There would be a lot of organization involved in this. However, the idea was well received. No decision was made to action this.
  - d. Millennium Roofing would like to sponsor more than pallets for firewood to Shiverfest. They would like to supply hotdogs. GT will continue to dialogue with Millennium.
5. Transportation Report
  - a. JH is on the list for Masterplan meetings.

- b. Some people are concerned that there is insufficient parking in the Village core. There was additional parking allocated in the secondary plan. An email was sent regarding this and no reply has been received.
  - c. Response from the city regarding the recent report circulated on the extent of truck pollution to people's health, was to move to electric vehicles. None of the environmental studies for the warehouses in the rural areas includes truck pollution in their reports. JH recommends that we take up this issue. Particularly as it relates to downstream areas such as Greely and Manotick.
  - d. The Earl Armstrong environmental assessment has been done. JH to read it and report summary to Board.
  - e. Discussion concerning EV charging stations across the city. Suggestion that we get free chargers put in the Mews and advertise to attract people to Manotick. BIA should be involved.
6. Membership Report – See Appendix C.
- a. New renewal notices went out and we have had a flurry of renewals over the internet.
  - b. We are still having bounce back notification, even from addresses that have been corrected. Part of the problem is people need to confirm changes to their account and they are not doing this.
7. Website – See Appendix D.
- a. The report has been streamlined following feedback. LV clarified what the statistics mean, how people respond to our posts, are they engaging etc.
  - b. Instagram has been started and has one post. Question, what do we want to post? It needs to be related to what we do; events; Main Street revitalization, the new lights; meetings we attend, traffic problems like truck tire marks on sidewalks, any other advocacy issues. Board members to forward photographs to LV of meetings attended.
  - c. What do we promote and what do we not? Only events connected to the village. She should not be posting anything businesses do unless it's a fundraiser.
  - d. The new website was shown. Comments: Emergency Preparedness should be a tab in its own right. General feeling was we are heading in the right direction.
  - e. Next meeting, we will aim to have a draft front page and subheadings under tabs.
  - f. There was quite some discussion on the inclusion of minutes or not. Nothing was concluded at this time.
8. Priorities
- a. The priorities are tabled underneath the Action plan. Are there any new priorities we need to add? Communications Strategy, Leanne to lead. Add Shiverfest, Storage to ongoing projects. Theresa to Lead.
9. Board orientation – Constitution/ Agriculture and Rural Affairs Committee (ARAC)
- a. There is inconsistent use of gender inclusive language. Under the Director section, "he" is used instead of gender inclusive language.
  - b. Any rural issues need to go through ARAC. They publish an agenda prior to the meeting. GT reads this for issues that affect our village.
  - c. GT has been going to the ARAC meetings for three years and no application has ever been turned down. By the time the public consultation happens, the developers have been going back and forward with the city. This is frustrating as it seems the decision is already been made by the time it gets to ARAC. The answer is to get involved earlier in the process to stand a chance of influencing the decisions.
10. Other Business and Adjournment

- a. A lot of discussion surrounded Beryl Gaffney Park. GT suggested the best thing we can do is to lobby for the remaining money to be used for improvements and not fences or car park.
- b. Meeting Adjourned, John, Theresa. 9:20pm

Next Meeting: Dec. 16<sup>th</sup>, 2019

Minutes Accepted:



---

Grace Thrasher; President

2020-12-16

## Appendix A. – Treasurer’s Report.

### Manotick Village and Community Association

#### Treasurer's Report

<b>Oct. 2019</b>	<b>Opening Balance</b>	<b>\$9,286.79</b>
	<b><u>Revenue</u></b>	
	Membership	\$219.27
	<b>Total Revenue</b>	<b>\$219.27</b>
	<b><u>Expenses</u></b>	
	Association Expenses	-\$3.75
	Derby Expense	-\$707.18 (Spratt/Domaratzki)
	YOMA Donation	-\$335.00
	<b>Total Expenses</b>	<b>-\$1,045.93</b>
	<b>Oct. 29 Balance</b>	<b>\$8,460.13</b>
	<b><u>Liabilities</u></b>	
	Uncleared cheques	\$51.90 C. of Ottawa Room Rentals All candidates & TF
	<b>Available balance</b>	<b>\$8,408.23</b>
	Membership Cash Box	\$100.00
	Events Cash Box	\$229.50
	GIC	\$15,000.00
	GIC	\$8,000.00 renewed Nov 2/19 (1yr cashable 0.500)
	Derby Reserve	\$4,000.00

## Appendix B. – President’s Report

### **President’s Report – November 2019**

Since our last meeting, I have completed the following activities:

- Coordinated the All Candidates meeting held on October 15<sup>th</sup>.
- Chaired a meeting of the Task Force on Revitalization to finalize the draft plan.
- Attended 2020 Budget consultation at Osgoode Community Centre hosted by Councillors Moffat and Darouze. Prepared the 2020 Budget submission for MVCA.
- Reviewed documentation for Agriculture and Rural Affairs Committee meeting and attended the meeting on November 7. Included reports on amendments to Mahogany plan of subdivision and Omnibus amendments including rezoning of land for off-leash dog park in Beryl Gaffney.
- Responded to individuals providing feedback on draft Revitalization Plan
- Attended the monthly BIA meetings on October 11 and November 8.
- Followed up with Councillor Moffatt on truck study, Beryl Gaffney Park, Issue with water in Hillside Gardens
- Organized Shiverfest participation with My Little Preschool, CIBC, MCPRA, Manotick Cooperative Nursery and others.

Upcoming events:

- Meeting with committee opposed to new warehouse facility on Roger Stevens Drive and Highway 416 – date to be confirmed
- Task Force meeting on December 4<sup>th</sup> on action plan updates
- ARAC meeting on December 5 – 2020 budget and the Roger Stevens warehouse rezoning are two agenda items.
- Meeting with Donna Cooper of BIA to draft report for City on Main Street Revitalization Grant
- Meet with new owner of Village Square on Main Street about planned development
- Meet with Mark Raizenne about Beryl Gaffney Park.

## Appendix C. – Membership Report

Board of Directors MVCA Membership Report November 2019

### October 2019

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
	2		3	7
<input type="checkbox"/> Paid Up Members as of October 31 = 352 some of these are Family Memberships but only one name on our list.				

Notes:

- Sent out 19 first renewal letters for Nov 2019
- Met with Leanne re new website

Respectfully submitted



Bonnie Gray  
Director of Membership, MVCA  
(h) 613.692.4436  
[bonniegray@rogers.com](mailto:bonniegray@rogers.com)

## Appendix D. – Communications Report



MVCA Communications Report  
To: MVCA Board of Directors  
Data from: October 1- 31, 2019

### Facebook

Number of posts	25
Page Views	92
Post Reach	5724
Post Engagements	753

### Twitter

Tweets	20
Impressions	10,200
Profile visits	35
Mentions	8
Followers	665

#### \*Definitions

- Tweet impressions – the number of times people have seen the Tweet
- Mentions – the number of times people used “@ManotickVCA”

### Instagram

Number of posts	1
Followers	41

### Website

Sessions	259	Page views	861
New visitors	175	Avg. session duration	2 min, 37 seconds
Bounce rate:	54.62%		
Acquisition			
Organic search	51.6%	Direct	28.1%
Social media	12.5%	Referrals	7.8%

After the Home Page, the most visited pages were:

- Events
- Board members
- Calendar
- Contact Us

#### Comments:

There were two spikes in activity on the website.

- October 2-3 – The spike may correlate with the Facebook post about the All Candidates Meeting.
- October 14 – This appears to correlate with the All Candidates Meeting social media reminders

#### \*Definitions

- Sessions – the number of visits to the website
- Bounce rate – the percentage of visitors who enter the site and leave without viewing other pages.  
41-55% is considered an average bounce rate.
- Organic Searches – visitors arrive at the site through a search engine rather than a referral

Oct 2019